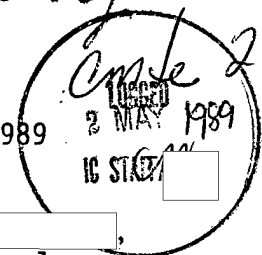


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MINUTES OF THE IPC CONSUMER SURVEY ACTION GROUP MEETING, 27 APRIL 1989

Attendees: [] IPC Staff, chairman; [] CIA; [] DIA; [] NSA; Dean Howells, State; LTC Mike Waldron, USA; Mary Jensen, USAF; LCDR Paul Vick, USN; [] NIC; [] IPC Staff.

1. [] provided background and rationale for the formation of the Consumer Survey Action Group. He then invited comments on the IPC recommendations, as published in the Consumer Survey report, as a starting point for assessing the merits of each recommendation and establishing priorities. The following summarize member comments.

25X1

a. The Consumer's Guide to Intelligence: Some feel that it is published too infrequently to be useful. If the guide were in notebook format, changes could be made whenever necessary to keep the telephone/organization listing accurate. A computerized program could be developed to help the Community stay current on senior policymakers and tailor (personalize) the Guide to executive interests. For example, those pages most useful to a new Assistant Secretary of State could be placed at the beginning of the Guide.

25X1

b. IPC Staff as a focal point. There was some concern that the IPC would be an intermediary and another layer in the producer-consumer network. Instead, each intelligence organization could designate its own entry point and this could be listed in the Consumer's Guide. Moreover, the various liaison staffs could be enlarged to ensure that all policymakers had a contact.

25X1

c. Orientation Briefing. A briefing would be useful, but a briefing team would be unnecessary since all organizations have their own people. Moreover, such a briefing would be useful to new analysts as well as senior staff and senior officials. A videotaped briefing would probably be well received by the intended audiences. CIA, DIA, and the NIC indicated a willingness to be represented on a subcommittee to develop a briefing.

25X1

d. Parish calls. The term "parish calls" connotes infrequent contact to some members. The objective is to have more regular, two-way communications with consumers and determine their needs. A formal monitoring mechanism is not necessary. Each element can periodically report on its levels of contact with consumers. One concern is that those consumers who have been missed in the regular round of calls by the National Intelligence Officers, Defense Intelligence Officers, and others may still be overlooked.

25X1

25X1

e. Future Survey Activity. There is a need to focus on specific issues and shortfalls. Questions should be structured in order to identify what is wrong. The survey also needs to address matters the Community can fix. One suggestion was that a new survey focus on the salient products of the Community in an effort to determine what consumers like or dislike about our products. The chairman called for specific proposals. State/INR has an internal State consumer survey in progress. []

25X1

2. Members were asked to consider the remaining IPC-approved recommendations as well as the list of consumer-generated suggestions and come prepared to discuss them at the next meeting to be held on Thursday, 25 May, at [] at 1000. []

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SUBJECT: Minutes of the IPC Consumer Survey Action Group Meeting, 27 April
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